



Development Services Department

# Palomar Gateway District Specific Plan



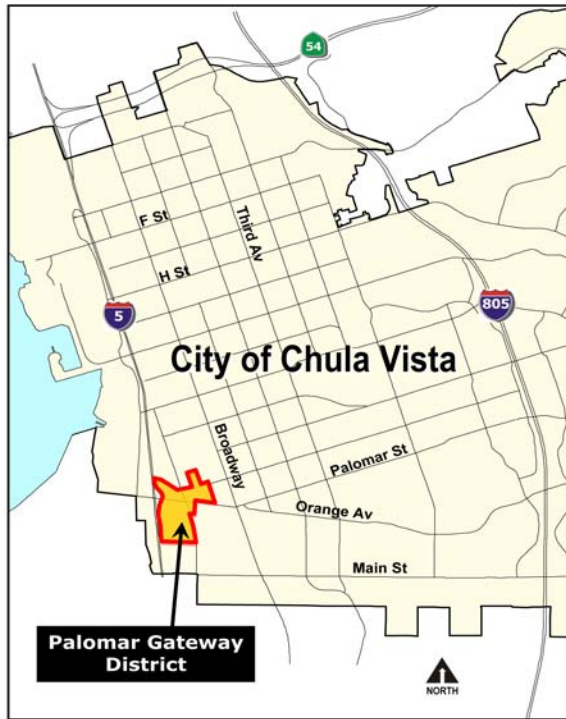
## Existing Conditions Summary Report



# Palomar Gateway District - Existing Conditions: Land Use and Infrastructure

## 1. Location:

The approximate 100-gross acres Palomar Gateway District (PGD) is located at the interchange of Palomar Street and the Interstate 5 freeway. The PGD



is considered the major southern gateway to the City of Chula Vista for visitors entering both from the freeway and from the San Diego Trolley Blue Line. The Palomar Street/I-5 Freeway interchange is considered one of the busiest traffic interchanges in the City. The district radiates from the Palomar Transit Station at the intersection of Palomar Street and Industrial Boulevard. The PGD includes the properties north of Palomar Street around Walnut Street, Trenton Street and Industrial Boulevard. Further east, the district also extends north from Palomar to Oxford Street to include several warehouse buildings that contain a variety of commercial and industrial uses. South of Palomar Street, the PGD extends along

Industrial Boulevard and Frontage Road to Anita Street, and contains a variety of single-family and multi-family residential uses, as well as a few commercial and industrial uses. Below is a detailed description of each of these areas.

## 2. Existing Land Uses:

The district consists of a variety of existing land uses, including residential, commercial and industrial uses. Existing residential development in the area contains a range in densities of approximately 5 to 20 dwelling units per acre. North of Palomar Street is a mix of industrial and multi-family housing. Across Industrial Boulevard to the east is the major commercial nucleus of Southwest Chula Vista - an area which attracts





shoppers and employees from points north and south.

### **3. Surrounding Land Uses:**

Interstate 5 frames the west side of the district with businesses and housing west of I-5 in the West Fairfield district; to the north between I-5 and Industrial Boulevard is a mobilehome park; east of Industrial Boulevard is the San Diego County Health and Human Services Agency building, Harborside Elementary School and Harborside Park. Community commercial centers with large anchor businesses such as Target, Costco and Walmart are east of the Harborside Park; and commercial retail and employment uses are south of Palomar Street and east of Industrial Boulevard. South of Anita Street is primarily industrially designated employment uses.

### **4. Detailed Existing Conditions of the Various Areas within the PGD:**

#### Area North of Palomar Street

##### Walnut Street

Walnut Street area is characterized by a mixture of uses, including residential, commercial, and industrial. Current uses include retail stores, an Arco gas station, auto towing and storage yard, the Palomar Motel, office building, and residences north of Palomar Street. Walnut Street is improved with pavement, gutters, curbs, parkways, and sidewalks, which are in need of replacement. Walnut Street is very short (approximately 700 feet long) that dead-ends at an irregular cul-de-sac, and lacks regular street improvements at the end.



##### Trenton Avenue

Trenton Avenue is a short (approximately 440 feet long) street that contains mostly single-family residences with several small multi-family buildings. The street contains street improvements, which include pavement, gutters, curbs, parkways, and sidewalks. The street ends at a cul-de-sac that provides auto access to the vehicle storage facility in the SDG&E Right of Way. This cul-de-sac also provides access, via an easement over part of the SDG&E Right of Way, to three homes that are located away from the street.

### Area Northeast of Industrial Boulevard and Palomar Street

This is an area that has been developed with commercial/industrial uses. There is a mixture of retail, warehousing, and wholesaling uses in large multi-tenant buildings. The lot and building layout form an irregular configuration, which has resulted in land use inefficiencies and potential traffic conflicts that limit maximum site utilization. On the western part of this area is the MTDB property that provides pedestrian and vehicular access between Palomar Street and Oxford Street. North of this area, across Oxford Street, is the San Diego County Health and Human Services Agency and the new Harborside Park, as well as the Walmart/Costco center.

### Area South of Palomar Street

#### Palomar Street

This east-west street serves as the entrance to the District and City from I-5. The Palomar Inn Motel is on the south side of Palomar Street across from the Arco gas station that is on the north side of the street; these two uses are conveniently located adjacent to I-5. The properties located on the south side of Palomar Street between Frontage Road and Industrial Boulevard are currently vacant. The Palomar Trolley Station parking lot is east of Industrial Boulevard.



Recent street and safety improvements in this area have been completed, consisting of landscaped medians, enhanced paving at the intersection of Palomar Street and Industrial Boulevard, and sidewalks and tree-lined parkways, including bike lanes along Palomar and Industrial Boulevard. Traffic calming facilities such as a "roundabout" was also installed further south along Industrial Boulevard and Ada Street. These improvements were part of the \$2.1 million SANDAG Palomar Gateway Enhancement project Smart Growth Improvement Program (SGIP). These improvements contribute to the development of an inviting Gateway and transit amenities for the District and the City, as well as provide a foundation/catalyst for future development within the district.



### Ada Street

This east-west street is fully improved with sidewalks, curbs and gutters. Properties on both sides of the street contain several new developments consisting of a mix of multi- and single-family units. There are also vacant and underutilized parcels, which have potential for additional development. There has been significant new development along



Ada Street in the form of small (10 – 14 units) projects. Two of those developments (Trolley Terrace Townhomes – 18 units and Trolley Trestle Apartments – 11 units) are located on Ada Street and Industrial Boulevard and were developed by South Bay Community Services. Other Townhome projects built by private developers are located along this street. Single-Family Residential units are being replaced by Multi-Family Residential development and group dwellings.

### Dorothy Street

This east-west street is fully improved with sidewalks, curbs, and gutters. There is a significant number of large, deep lots that have potential for Single-Family Residential or Multi-Family Residential development. The only church in this area (Templo Ebenezer) is located on this street. Also, a San Diego County Housing Authority residential complex (Dorothy Street Manor – 22 units) is located on this street.

### Anita Street

This east-west street serves as interface between residential uses on the north and commercial/industrial uses on the south side of the street. The north side is predominantly residential, except for industrial development on the most westerly lot, adjacent to I-5. There are no sidewalks, curbs, gutters on the north side of the street. The eastern part of Anita Street is fully built to capacity. The mid-area contains large lots (0.5 to 0.95 acres) that are mostly underdeveloped.





The south side of Anita Street consists of primarily industrial parks. The easterly two-thirds is in fair/good building conditions with full street improvements. The westerly one-third (last parcel) is in poor building condition with no street improvements.

### Industrial Boulevard

This north-south street bounds the PGD on the east side. The segment of Industrial Boulevard located to the south of Ada Street has no street improvements (sidewalks, curbs, gutters) on either side, which presents unsafe pedestrian conditions. On the west side of the street are predominantly residential properties with a small store between Anita and Belvia Street. The distance from Anita Street and the Trolley Station is approximately 1,500 feet. There are no traffic controls between Palomar and Anita Street, except for the recently built roundabout at Industrial and Ada Street. Industrial Boulevard provides direct access for pedestrians to the Trolley Station, and limited access to vehicle traffic.



### Frontage Road



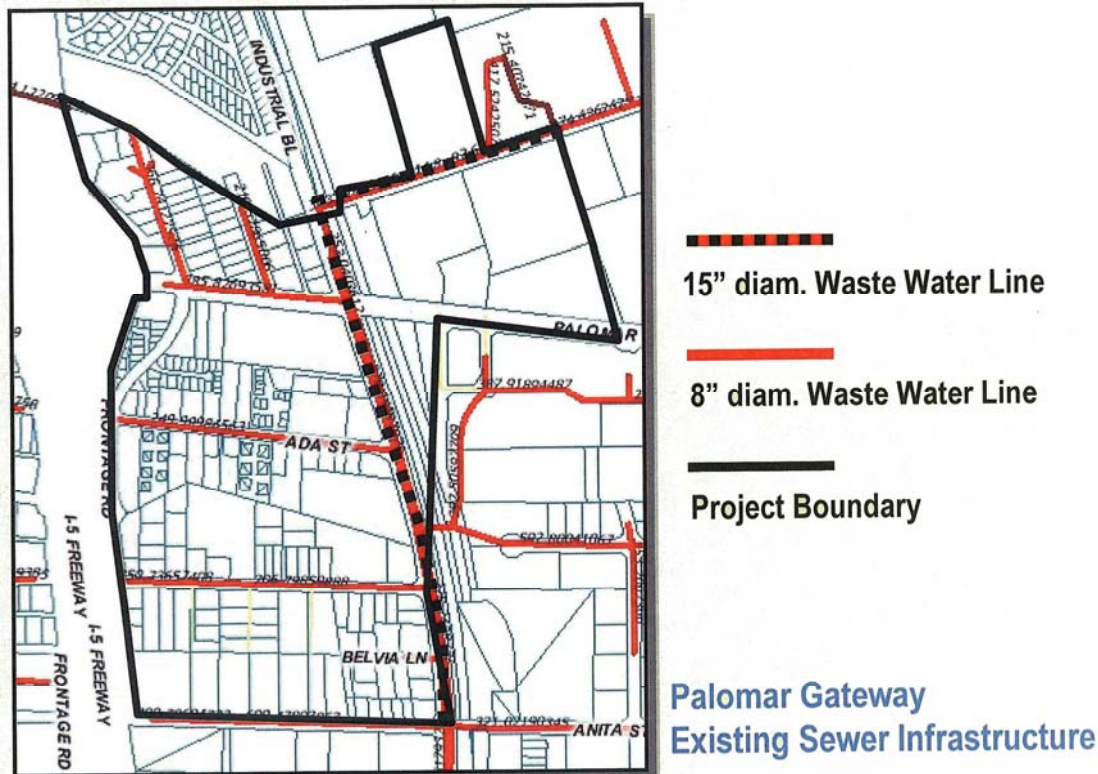
This north-south street constitutes an extension of Anita Street at the southerly end, as it extends along the western edge of the district parallel to I-5, and connects to Palomar Street at the northerly-end. It is a narrow street without street improvements; an asphalt curb serves as edge between the street and private property. There is no physical separation between the street and the downward slope toward the freeway. Frontage Road provides access to the industrial uses at the corner of Anita Street, and residential properties that front it. The street constitutes a loop road and connects

Palomar Street, Industrial Boulevard and Anita Street. At approximately Ada Street, Frontage Road gently curves east away from the freeway and separates the existing trailer park (Georgeanna Trailer Park) in two parts.

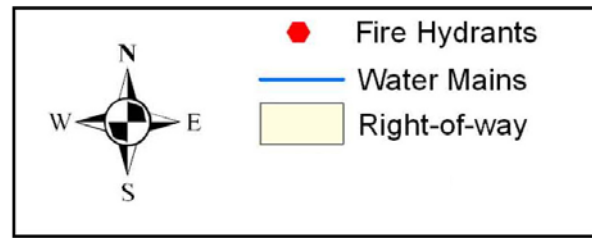
There have been recent residential projects constructed within the PGD, mainly located along Ada and Dorothy Streets.

## 5. Existing Infrastructure:

**Sewer:** The PGD is provided with a system of sewer lines of various capacities, as shown on the maps below. The existing sewer infrastructure consists of a 15-inch sewer line located along Oxford Street and Industrial Boulevard. Eight-inch sewer lines are located along Walnut and Trenton Avenues (north-south), Palomar, Ada, Dorothy, and Anita Streets (east-west).



**Water:** The PGD is also provided with a system of water distribution. The existing water infrastructure consists of 6-inch water lines located along Frontage Road, Walnut and Trenton Avenues and Ada Street; 8-inch water lines located along Dorothy Street and the westerly portion of Anita Street; a 10-inch water line located along the easterly portion of Anita Street and Palomar Street; and a 16-inch water line located along Industrial Boulevard.



### Palomar Gateway District Existing Water Infrastructure

#### Other Public Infrastructure: (streets and sidewalks):

Pedestrian and traffic improvements on Palomar Street and Industrial Boulevard were completed in the fall of 2009. These improvements include construction of missing sidewalks, curbs, and gutters, traffic circle at the intersection of Industrial Boulevard and Ada Street, safety improvements at the intersection of Palomar Street and Industrial Boulevard, and landscape improvements along Palomar Street and Industrial Boulevard.



## 6. General Plan Vision

The Chula Vista 2005 General Plan designates the PGD as one of five “areas of change,” which are those areas where more intensive development, revitalization and/or redevelopment are proposed to occur. The General Plan vision for Palomar Gateway District includes a Mixed-Use Transit Focus





Area (TFA) directly west and north of the Palomar Trolley Station, higher residential intensity, a neighborhood park and retail to the south of the TFA. The goal is to provide for additional housing and mixed-uses (residential and commercial) that take advantage of a major transit station within walking distance. Future development of the PGD must be consistent with the goals and policies of the 2005 General Plan. Shown below are tables listing the objectives and policies for the Southwest Area and PGD.

## Southwest Area

### Land Use and Transportation Element Objectives and Policies

#### OBJECTIVE LUT 5

Designate opportunities for mixed use areas with higher density housing that is near shopping, jobs, and transit in appropriate locations throughout the City.

##### Policies

LUT 5.4 Develop the following areas as mixed use centers: Urban Core, Palomar Trolley Station, Eastern Urban Center, and Otay Ranch Village Cores and Town Centers.

#### OBJECTIVE LUT 17

Plan and coordinate development to be compatible and supportive of planned transit.

##### Policies

LUT 17.2 Direct higher intensity and mixed use developments to areas within walking distance of transit, including San Diego Trolley stations along E, H, and Palomar Streets, and new stations along future transit lines, including Bus Rapid Transit (BRT).

#### OBJECTIVE LUT 19

Coordinate with the regional transportation planning agency, SANDAG, and transit service providers such as the Metropolitan Transit System (MTS), to develop a state-of-the-art transit system that provides excellent service to residents, workers, students and the disabled, both within the City, and with inter-regional destinations.

##### Policies

LUT 19.5 Plan for and promote improved access between the Palomar Street, E Street and H Street light rail stations and land uses east of those stations and to the Bayfront. This may involve the construction of separate bridges or ramps connecting Chula Vista streets to transit facilities and/or a deck over Interstate 5 to the Bayfront..

## Land Use and Economic Development Objectives and Policies

### OBJECTIVE ED 9

Develop community serving and neighborhood uses to serve residents and visitors alike.

#### *Policies*

#### **ED 9.1**

Provide for community and neighborhood commercial centers in areas convenient to residents. These centers should complement and meet the needs of the surrounding neighborhood through their location, size, scale and design. The neighborhood concept of providing pedestrian, bicycle and other non-motorized access should be encouraged.

#### **ED 9.4**

Develop specific plans for areas of the City, including but not necessarily limited to the West Main Street, Broadway, South Third Avenue, North Fourth Avenue/Third Avenue "gateway", E Street, West H Street, and Palomar Street areas (More than one area may be addressed in a single plan, such as the Urban Core Specific Plan.) Include an economic component in the specific plans.

#### **ED 9.5**

Encourage clustered commercial uses to prevent and discourage strip development. Locate commercial uses at focal points along major arterial streets or expressways and in village core areas.

#### **ED 9.6**

Encourage clustered, smaller scale office and professional uses along major streets and in neighborhood centers in a variety of areas dispersed throughout the community to meet the needs of nearby neighborhoods

## Palomar Gateway District

### ***VISION FOR DISTRICT***

The Palomar Gateway District is the major southern gateway into the City and functions as one of the activity corridors in the City. The District provides housing and support uses near a regional transit route. Higher density residential development within walking distance of the Palomar Trolley Station provides additional affordable housing opportunities. Local retail and services are along Palomar Street, and more retail and services are in mixed use development south of Palomar Street.

In addition to nearby community-serving retail uses on Broadway and Palomar Street, a new five-acre neighborhood park is located in the area north of Oxford Street, within walking distance of new residential housing.

### ***OBJECTIVE 43:***

Establish a Mixed Use Transit Focus Area surrounding the Palomar Trolley Station



**POLICIES****LUT 43.1**

The City shall prepare, or cause to have prepared, a specific plan, master plan, or other regulatory document to guide the coordinated establishment of a **Mixed Use Transit Focus Area** within the Palomar Gateway District on properties north and south of Palomar Street, within walkable distance of the Palomar Trolley Station. The specific plan or other regulatory document shall include guidelines and zoning-level standards for the arrangement of land uses that include plans for adequate pedestrian connections and support services for residents, as well as those using the transit station.

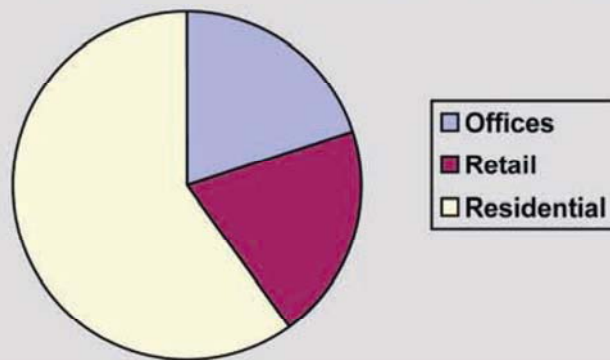
The City will prepare an Implementation Program to assure establishment of the above plan/regulations. The Program will include interim provisions for the consideration of any projects within this areas, prior to completion and adoption of the according plan/regulations.

**LUT 43.2**

Provide for a five-acre neighborhood park within the Palomar Gateway District.

**USES****LUT 43.3**

Strive for a distribution of uses within the areas designated as Mixed Use Transit Focus Area along Palomar Street to include retail, offices, and residential, as generally shown on the following chart:

**LUT 43.4**

Provide a mix of uses with a focus on retail and some office uses along Palomar Street in the Mixed Use Transit Focus Area, with residential uses above and/or behind the retail and offices uses.



**LUT 43.5**

Provide a mix of local-serving retail and office uses near the Palomar Trolley Station and at the Gateways into the Palomar Gateway District.

**INTENSITY/HEIGHT****LUT 43.6**

In the Palomar Gateway District, residential densities within the Mixed Use Transit Focus Area designation are intended to have a district-wide gross density of 40 dwelling units per acre.

**LUT 43.7**

In the Palomar Gateway District, the commercial (retail and office) portion of the Mixed Use Transit Focus Area designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).

**LUT 43.8**

Building heights in the Palomar Gateway District Mixed Use Transit Focus Area shall be low-rise, with **some mid-rise buildings**.

**LUT 43.9**

Building heights in the Residential High designated area shall be low-rise buildings.

**LUT 43.10**

In the Palomar Gateway District, permit a maximum floor area ratio of 0.5 and low-rise buildings in the Retail Commercial designated area on Industrial Boulevard adjacent to the area designated as Residential High.

**DESIGN****LUT 43.11**

The specific plan or other regulatory document for the Palomar Gateway District shall establish design and landscape guidelines for the improvement of Palomar Street as a gateway to the City.

**LUT 43.12**

Provide for safe, effective, and aesthetic pedestrian crossings and improvements to Palomar Street and Industrial Boulevard.

**AMENITIES****LUT 43.13**

Community amenities to be considered for the Palomar Gateway District as part of any incentive program should include, but not be limited to those listed in Policy LUT 27.1.

**LUT 43.14**

Provide for the development of one Neighborhood Park within or near the Palomar Gateway District.

**LUT 43.15**

Establish a community/cultural center near Palomar Street and Third Avenue.

The potential for the PGD to evolve from a low-density auto-focused interchange into a higher density transit oriented community has been recognized both by SANDAG's Vision 2020 Plan, which designated the PGD as a "Community Center" and by Chula Vista's 2005 General Plan, which calls for the district to be developed as a Transit Focus Area. Progress towards this vision is already underway, with the \$2.1 million pedestrian/traffic improvements on Palomar Street and Industrial Boulevard provided by the 2005 Transnet SGIP grant, which were completed in the fall of 2009. In order to fully realize the transformation of the district, however, it will be necessary to engage in a Specific Planning process to update the outdated zoning code to reflect the smart growth vision prescribed by the General Plan. An Environmental Impact Report will also be prepared in order to evaluate the potential impact of the proposed Specific Plan.

## 7. General Plan Designations:

There are four General Plan land use designations within the Palomar Gateway District, which are described in Table 1.

**Table 1<sup>1</sup>**

### General Plan Land Use Designations and Buildout

	General Plan Designations	District Acreage	Maximum DU/Ac	Max Potential Units (acres X du/ac)	Existing Units		Net Increase (potential units minus existing units)
		Acres <sup>2</sup>			Res Units <sup>3</sup>	DU/Ac	
Palomar Gateway District	Residential High	35	27	949	189	5	760
	Transit Focus Area	37	40	1,460	211	6	1,249
	Commercial Retail	1			5	3	-5
	Park	5			0		
	<b>Total:</b>	<b>78</b>		<b>2,400</b>	<b>400</b>	<b>5</b>	<b>2,000</b>

<sup>1</sup> All numbers are approximate and have been rounded off.

<sup>2</sup> Approximately 20 additional acres of land within the District are designated as Transportation Corridors and Right of Way.

<sup>3</sup> The total residential units include 67 rooms corresponding to the two motels located in the District.

The General Plan describes these land use designations as follows:

**High Residential:** The High Residential designation is intended for multi-family units, such as apartment and condominium-type dwellings in multiple-story buildings, with densities ranging from 18 to 27 dwelling units per gross acre. At an average of 2.5 persons per unit, population density in this designation would range from 45 to 67 persons per acre.

**Mixed Use Transit Focus Area:** The Mixed Use Transit Focus Area (TFA) designation is intended within approximately ¼ mile of the existing Palomar Trolley Station, and is intended for the highest intensity mixed use residential environment. This designation allows a mix of residential, office, and retail uses in an area that is pedestrian-friendly and has a strong linkage to provision of mass transit. District-wide gross residential density within this designation is an average of 40 dwelling units per acre. The commercial (retail and office) portion of the TFA designation is intended to have an area-wide Floor Area Ratio (FAR) of 1.0.

**Retail Commercial:** The Retail Commercial designation (a small area located along Industrial Boulevard at Anita Street) is intended to allow a range of neighborhood and community retail shopping and services. This category may include limited thoroughfare retail and automobile-oriented services. The FAR for this category ranges from 0.25 to 0.75.

**Parks and Recreation:** The Parks and Recreation designation is intended for parks; sports fields; playgrounds; golf courses; and other passive and active recreation uses. The designation may also include community centers and urban parks.

Based on these adopted land use designations, projected build-out within the district could realize up to 2,400 dwelling units. Existing residential units total approximately 400 dwelling units within the district. Therefore, a net increase of up to 2,000 dwelling units and several acres of commercial (retail and/or office) could be developed over the next 15-20 years. As indicated above, the General Plan proposes to implement a Smart Growth vision for a higher density residential, pedestrian and transit-oriented development with a mix of retail shops and offices near the transit station.



## 8. Zoning Classification(s):

**Table 2<sup>1</sup>: Existing Zoning Designations**

	Zoning District	Zoning Description	Existing Residential Units		
			Acres <sup>2</sup>	Res Units <sup>3</sup>	DU/Ac
<b>Palomar Gateway District</b>					
	<b>R2</b>	<b>One and Two-Family Residence Zone</b>	37	236	6
	<b>R3</b>	<b>Multi-Family</b>	7	78	11
	<b>C36</b>	<b>County Zone: General Commercial</b>	1	5	3
	<b>CT</b>	<b>Thoroughfare Commercial</b>	6	49	8
	<b>CC</b>	<b>Central Commercial</b>	6	0	
	<b>CO</b>	<b>Commercial Office</b>	5	0	
	<b>IL</b>	<b>Light Industrial</b>	17	37	2
	<b>S94</b>	<b>County Zone: Transportation and Utility Corridor</b>	5	0	
	<b>Total:</b>		<b>84</b>	<b>400</b>	<b>5</b>

<sup>1</sup> All numbers are approximate and have been rounded off.

<sup>2</sup> Approx. 15 additional acres of land within the District are Transportation Corridors and Right of Way.

<sup>3</sup> The total residential units include 67 rooms corresponding to the two motels located in the District.

Table 2 shows the numerous existing zoning classifications within the Palomar Gateway District, which include single and multi-family residential, commercial, industrial and open space. These zoning classifications have created a condition characterized by a lack of community cohesion, which makes the area vulnerable to economic and physical deterioration. The existing zoning designations will need to be updated to align with the General Plan Land Use designations. The preparation of the Specific Plan for the PGD is intended to implement the General Plan's Smart Growth vision for Transit-Oriented mixed-use development in proximity to a major regional transit center. The Specific Plan will provide design guidance and a regulatory framework that maximize the full potential of multi-modal transit integration within the community and will be implemented as individual projects are constructed in the PGD over the next 15 to 20 years. Over time, the PGD will be transformed from its underutilized/lower-density setting into a vibrant and cohesive higher-density, pedestrian and transit-oriented community.

## 9. Completed or Programmed Improvements/Infrastructure

The City's Capital Improvement Program contains a variety of planning and construction projects that have recently been completed, are currently in progress or are planned to be implemented in the next few years within the PGD. Table 3 provides a list of these projects.

<b>TABLE 3</b>		
<b>Completed Or Programmed Improvements/Infrastructure Studies</b>		
<b>Construction Improvements Recently Completed</b>		
	<b>PROJECT NAME</b>	<b>FUNDING SOURCE</b>
	Palomar Gateway Median and Landscape Improvements (2009)	\$3.075 M: \$2.1M SANDAG Grant + \$1.075 CV Gas Tax, RDA, TPF, and Transnet
	Pedestrian Master Plan (Summer 2010)	\$256k: \$150k TDA Grant and \$106k Transnet CV
<b>Programmed Improvements/Infrastructure Studies Underway</b>		
	<b>PROJECT NAME</b>	
	Bayshore Bikeway bike path from H Street to Palomar Street.	\$1.2M: \$1.195M TDA Grant and \$50k CV
	Bikeway Master Plan Update	\$200k: \$150k TDA Grant and \$50k CV
	Harborside Neighborhood Pedestrian Improvements	\$536k: \$451k TCSP Grant and \$85k Transnet CV
	Highway Safety Improvement Program (HSIP) signal upgrades at Palomar Street and Industrial Blvd & at Palomar Street and Broadway.	\$75k: \$67,500k Grant and \$7.5k CV
	Industrial Blvd bike lanes and east side pedestrian improvements from Naples Street to Palomar Street. (\$428k):	\$283k Smart Growth Grant and \$145k Transnet CV
	Interstate-5 Multi-modal Corridor Study from SR-54 to Main Street.	\$1.56M: \$1.3M Safety-LU Grant and \$260k Transnet CV
	Light Rail Improvement Study through Chula Vista.	\$300k: \$240k TCSP Grant and \$60k Transnet CV
	Light Rail Trolley Grade Separation Study for E Street, H Street & Palomar Street.	\$10k Transnet CV

## 10. Constraints and Opportunities

The following is a summary of Constraints and Opportunities that have been identified for the Palomar Gateway District:

### a. Constraints

- Pedestrian Safety: inadequate pedestrian lighting; high traffic along Palomar with no landscaping or buffer from automobiles; poles and utilities blocking sidewalk; no sidewalks along Frontage Road, Anita Street, Industrial Boulevard;
- Adjacency to I-5 might pose



constraint due to air quality issues.

- Traffic is very heavy and conflictive along Palomar Street between Bay Boulevard and traffic signal east of Industrial Boulevard.
- Traffic conditions make it very difficult for traffic to get in/out of Walnut Avenue and Trenton Avenue.
- Pedestrian connection between east and west of I-5 is difficult and dangerous.
- Palomar bridge over I-5 is narrow and lacks features of "Complete Streets."
- Wide curb radius that allows cars to turn quickly, creates conflicts with pedestrians crossing street.
- Heavy traffic along Palomar Street.
- Need for neighborhood park.
- Chain link along Industrial Boulevard is not aesthetically appealing.
- Existing freeway noise along Frontage Road, and north of Palomar Street.
- Overcrowding of schools (Harborside Elementary School).



#### **b. Opportunities**

- Area along Frontage Road and Interstate 5 provides opportunity for view of San Diego Bay.
- Block between I-5 and Walnut Avenue poses opportunity for high density residential mixed use development because of its proximity to the Palomar Trolley Station, Harborside Park and Elementary school, and nearby commercial centers and industrial uses.
- Five-acre vacant site on Palomar between Industrial Boulevard and Frontage Road represents opportunity for mixed use, high density development next to Trolley Station.
- Undeveloped and underdeveloped lots along Ada Street offer opportunities for additional development.





- Underdeveloped lots along north side of Anita offer opportunities for additional development.
- Trolley Station offers great opportunities for the development of the surrounding area into a Transit Oriented showcase.
- Arroyo/creek traversing residential area between Industrial Boulevard and Frontage Road provides potential opportunities for development of some form of open space/park that links to the bay.
- SDGE right of way on east side of Industrial Boulevard offers opportunities for a park/active recreation area that could potentially connect to the Arroyo on the west side of Industrial Boulevard.
- Maintaining mixed-use along Palomar Trolley transit corridor.
- Develop a "Village concept": Residential, commercial, retail, office, etc.;
- Promote clean "Green" industry, utilize "Green" technology and LEED ideas whenever possible.
- Artist colony, public art, art walk, murals on utility boxes. Identify and develop community mosaic, artwork and signage for the district.
- Install "bulb-outs" at busy street corners to provide safety for pedestrians.
- Entry Gateway design and nice directional signage for the district.
- Incorporate water features and sound makers that could buffer freeway and trolley noise.
- Utilize native plants, plant more Tipuana Tipu trees – they have a nice canopy.
- Median breaks along Industrial to allow access to Trolley station.

